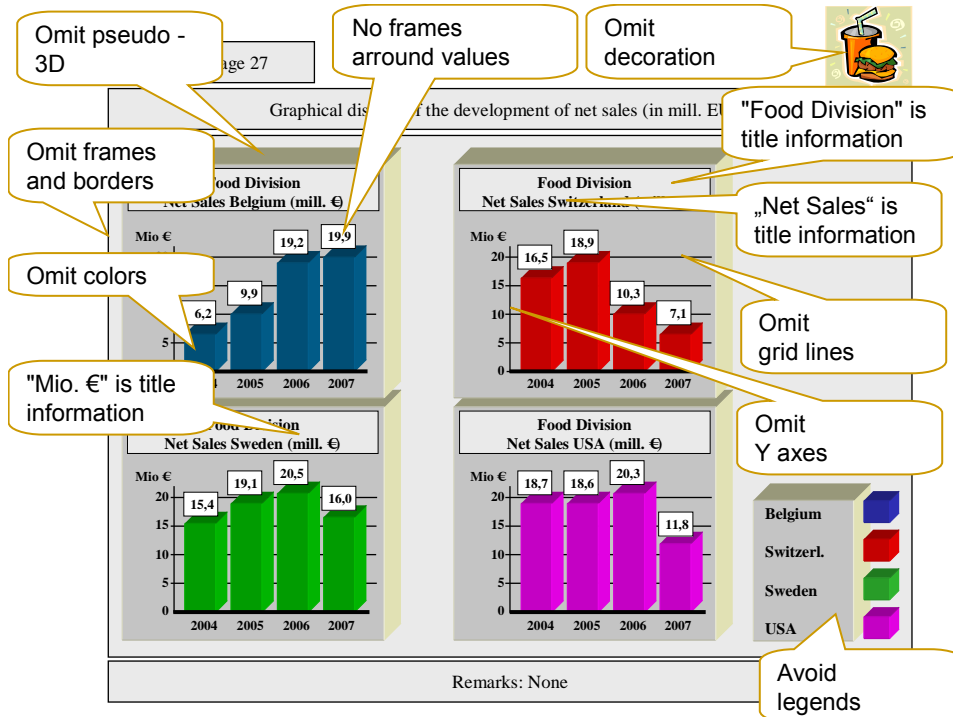
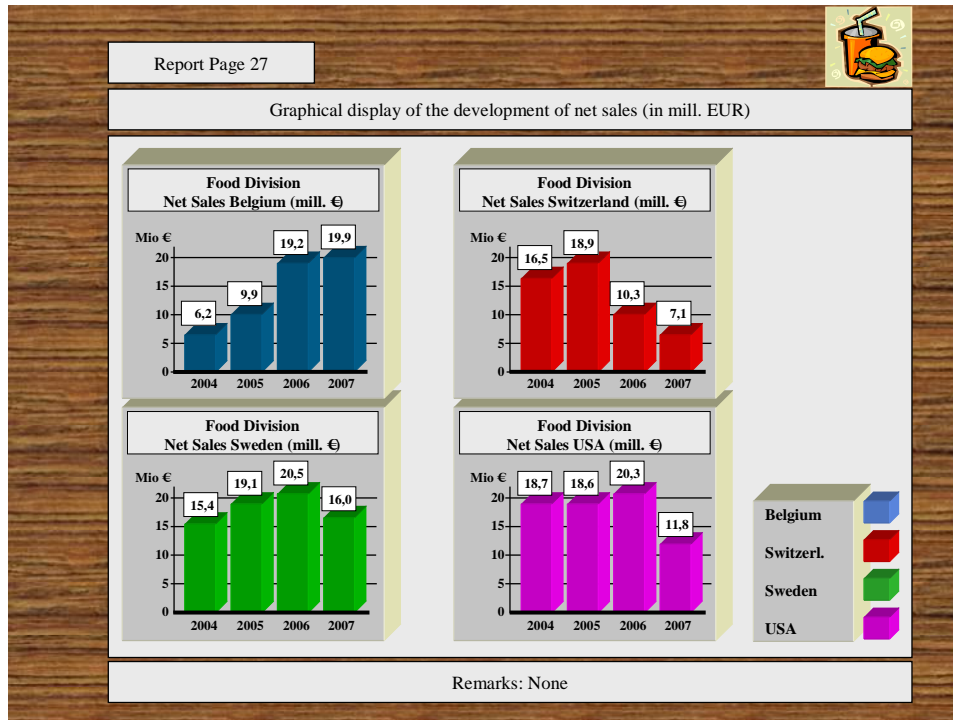


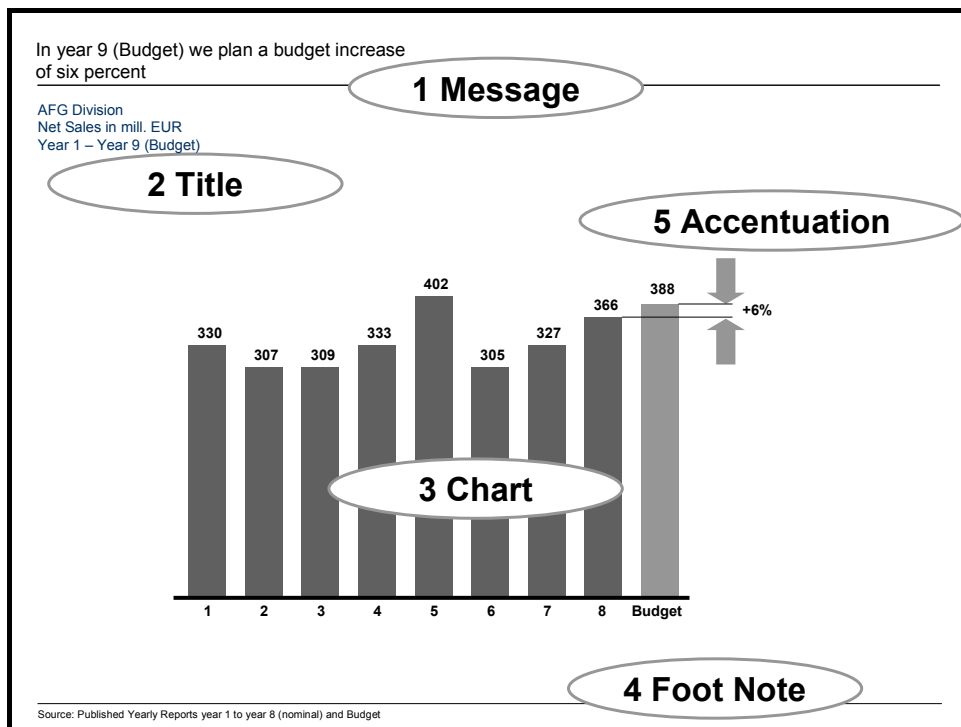
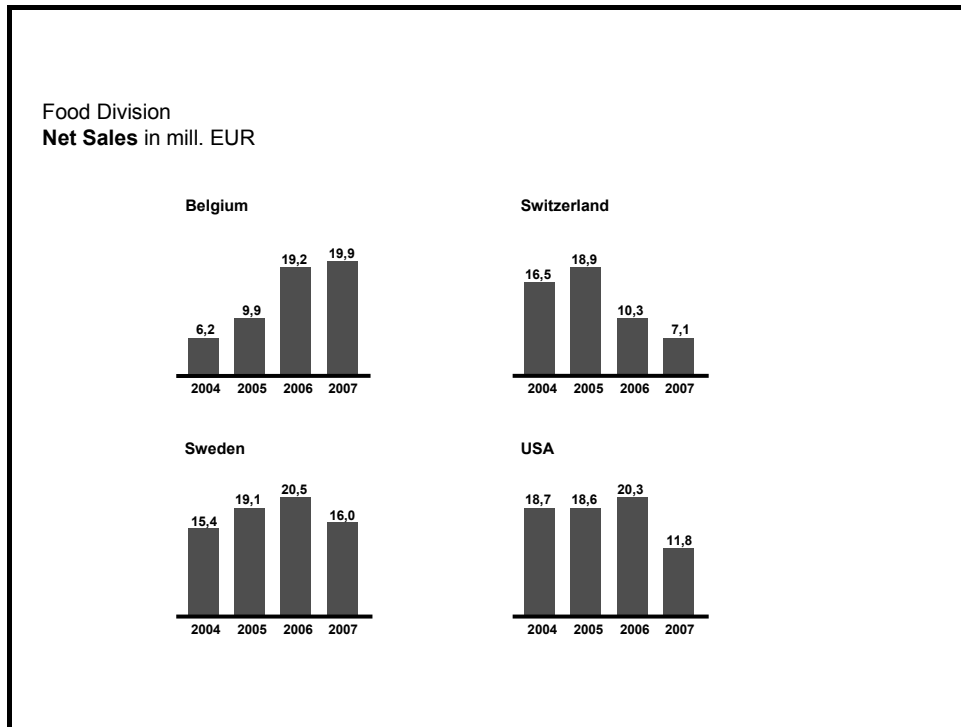
Reporting & Communication

Visualisation in Reports



Reporting & Communication

Visualisation in Reports



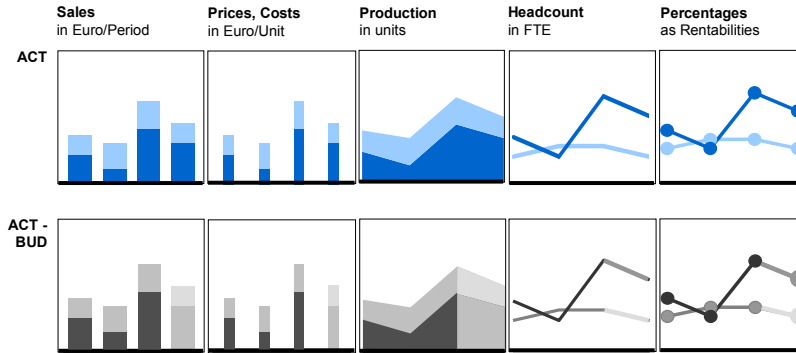
Reporting & Communication

Visualisation in Reports



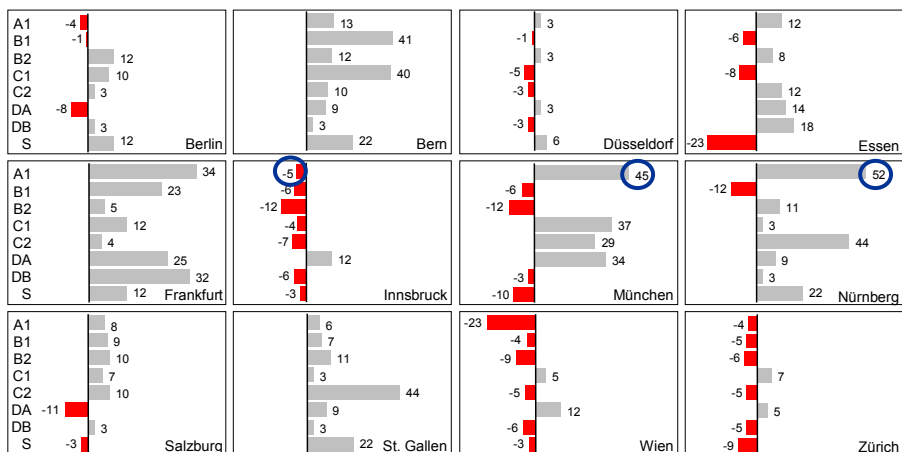
Managers can only understand the shown information quickly (like road maps) if we use a consistent notation

Conceptual



Business charts with high information density give a better overview by allowing comparisons

Profit by Divisions in mill. EUR
Offices Europe Q1



Source: T56 vom 23.4.

Reporting & Communication

Visualisation in Reports



Negativbeispiel

Company: ALPHA AG		Type of report: Variances LY-ACT-BUD		Date: 6th of May			
Unit: Total Net Sales		Actual month: <i>April</i>					
Development of branches in D-A-CH							
Region	Act Last Year	Budget	Act	Act/Act Last year		Act/Budget	
	Variance	Var. in %	Variance	Var. in %	Variance	Var. in %	
	EUR	EUR	EUR	EUR		EUR	
Total	17277057	13623362	13330151	-3946907	-22,84%	-293212	16,60%
Subsidiary Hamburg	5857553	3038115	4493907	-1363646	-23,28%	1455792	47,92%
Subsidiary München	3351702	3821627	2002859	-1348843	-40,24%	-1818768	-47,59%
Subsidiary München	1653830	1957888	1238448	-415382	-25,12%	-719440	-36,73
Subsidiary Dresden	1588177	1084500	1294517	-293660	-18,49%	210017	19,37%
Subtotal Germany	12451262	9902129	9029731	-3421531	-27,48%	-872398	-9,66
Subsidiary Wien	1581124	1032335	1215568	-365556	-23,12%	183233	17,75%
Subsidiary Bregenz	616595	663252	675341	58745	9,53%	12088	1,82%
Subtotal Austria	2197719	1695587	1890908	-306811	-13,96%	195321	10,33%
Subsidiary Zürich	1655555	1430615	1997509	341954	20,65%	566894	39,63%
Subsidiary Lausanne	972521	595031	412003	-560518	-57,64%	-183028	-30,76
Subtotal Switzerland	2628077	2025646	2409512	-218565	-8,32%	383866	15,93%

Responsible: Peter Maier, CFN, Tel. 0956, peter.maier@alpha.com KR-01 Page: 56

Negative example

Omt terms like unit, value, date, structure, development etc...

Do not underline if there is no meaning

No fonds like serifs

Presentation in thousand EURO should be good enough for a management report

Comp: ALPHA AG		Type of report: Variances LY-ACT-BUD		Date: 6th of May			
Unit: Total Net Sales		Actual month: <i>April</i>					
Development of branches in D-A-CH							
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	EUR	EUR	EUR	EUR		EUR	
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EUR is title information

Avoid „(Sub)total“

Extra lines increase readability

Consistent notation for regions, subsidiaries, branches

Using right justified column headings we can avoid the grid lines

Try to avoid frames, shadows and pattern

Clear column concept: Last year, Act, Budget

We rarely need two digits after the point

Reporting & Communication

Visualisation in Reports



In long listings an additional accentuation at the outside border is very helpful

ALPHA AG
Net Sales in Mill. EUR
Regions in D-A-CH

Variance report LY-ACT-BUD
January – April

6th of May

Region	LY	ACT - LY		ACT	ACT - BUD		BUD
		var	of LY		var	of BUD	
Hamburg	5.9	-1.4	-23%	4.5	1.5	48%	3.0
■ München	3.4	-1.3	-40%	2.0	-1.8	-48%	3.8
■ Düsseldorf	1.7	-0.4	-25%	1.2	-0.7	-37%	2.0
Dresden	1.6	-0.3	-18%	1.3	0.2	19%	1.1
Germany	12.5	-3.4	-27%	9.0	-0.9	-10%	9.9
Wien	1.6	-0.4	-23%	1.2	0.2	18%	1.0
Bregenz	0.6	0.1	10%	0.7	0.0	2%	0.7
Austria	2.2	-0.3	-14%	1.9	0.2	10%	1.7
Zürich	1.7	0.3	21%	2.0	0.6	40%	1.4
Lausanne	1.0	-0.6	-58%	0.4	-0.2	-31%	0.6
Switzerland	2.7	-0.2	-8%	2.4	0.4	16%	2.0
D-A-CH	17.3	-3.9	-23%	13.3	-0.3	17%	13.6

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Source:  Seminar Managementberichte, Professor Rolf Hichert